

Out-of-home advertising

Key insights at a glance

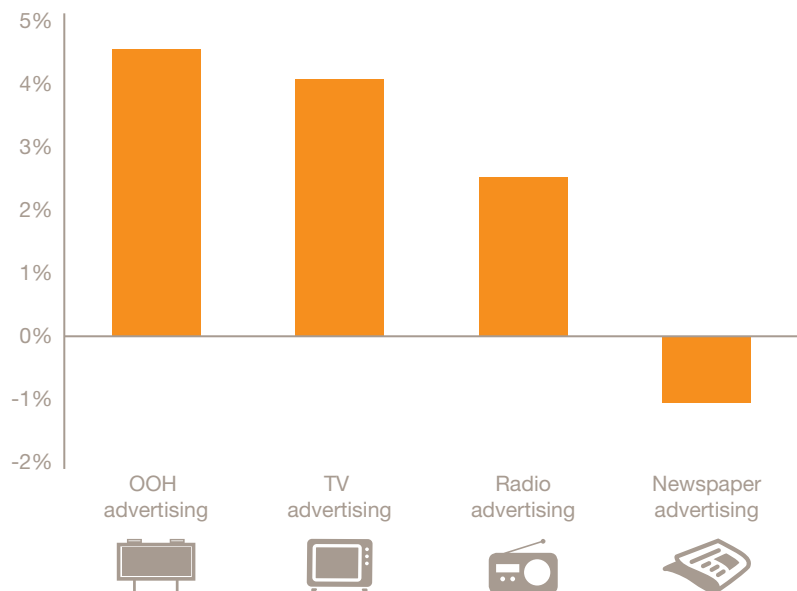


5

OOH is the “traditional” advertising medium benefitting most from digitisation. Digitisation has affected many traditional advertising media. For instance, global newspaper advertising revenue is set to decline at a CAGR of -1.0% over the next five years. Digitisation in OOH, however, has made a positive impact. By converting panels to digital, providers can vastly increase their revenue by displaying multiple ads of higher quality in the same space. This process will drive an impressive CAGR of 13.2% in DOOH advertising revenue.

Fig. 5: OOH advertising is outperforming other traditional advertising media

Advertising revenue growth in OOH, TV, radio and newspapers (% CAGR), 2014–2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019

www.pwc.com/outlook



© 2015 PwC. All rights reserved. PwC refers to the PwC network and/or one or more of its member firms, each of which is also a separate legal entity. Please see www.pwc.com/structure for further details. MW-15-1460-br
Global entertainment and media outlook is a trademark owned by PricewaterhouseCoopers LLP.